10/31/88 C77153 A

AUGUST
1988

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

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NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	AUGUST		% '88 VS '87	% IND	
	1988	1987		1988	1987
CHRYSLER	20860	26578	78.49	2.32	2.94
(Laser)	-	237	-	-	.03
(Le Baron/GTS)	11926	16459	72.46	1.33	1.81
(NY/5 AV/Newport)	8701	8847	91.61	.90	.98
DODGE	41314	30707	134.54	4.58	3.42
(Daytona)	6722	3979	168.94	.76	.44
(Omni/Shadow)	16016	8390	190.89	1.77	.94
(Aries)	8595	4324	152.52	.73	.48
(Lancer)	1957	1967	53.74	.12	.22
(600)	727	3118	23.32	.08	.35
(Diplomat/Dynsty)	6728	1221	518.26	.70	.14
PLYMOUTH	28157	23139	122.55	3.15	2.56
(Horizn/Sundance)	16585	8605	192.74	1.85	.94
(Reliant)	6869	4378	156.90	.76	.49
(Caravelle)	776	2756	28.16	.09	.31
(Gran Fury)	869	561	119.25	.07	.06
EAGLE	4337	4107	105.70	.48	.45
(Allnc/Eagl/Prem)	3860	2680	144.03	.43	.29
CHRYSLER CORP	94868	84527	112.23	10.53	9.37
FORD	135099	119017	113.51	15.00	13.18
(Escort)	34839	35520	97.52	3.85	3.93
(Probe)	8892	-	-	.50	-
(Mustang)	12556	12860	97.64	1.39	1.42
(Tempo)	24385	15498	161.21	2.77	1.72
(Taurus)	30238	30874	97.94	3.36	3.42
(Crown Victoria)	7640	8028	95.17	.85	.89
(T'Bird)	10591	12885	82.97	1.19	1.43
LINCOLN	12568	11802	106.49	1.40	1.31
MERCURY	42356	42119	100.09	4.70	4.69
(Topaz)	8145	4598	177.39	.90	.52
(Sable)	10415	9909	105.11	1.16	1.10
(Grand Marquis)	8552	9548	89.57	.95	1.06
(Cougar)	10057	11354	88.58	1.12	1.26
LINC/MERC DIV.	56028	55331	100.17	6.22	6.20
FORD MOTOR CO.	191127	174948	109.25	21.22	19.38
BUICK	48189	53699	89.74	5.35	5.95
(Skyhawk)	1650	3584	46.04	.18	.40
(Somerset/Skylrk)	6181	6811	90.75	.69	.75
(Century)	11146	13451	82.86	1.24	1.49
(Regal)	10454	5110	204.58	1.16	.57
(Riviera)	585	1011	57.86	.06	.11
(Reatta)	346	-	-	.04	-
CADILLAC	22979	22423	102.48	2.55	2.48
(Allante)	258	177	145.76	.03	.02
(Cimarron)	579	1252	43.05	.06	.14
(Eldorado)	2395	1688	177.43	.33	.18
(Seville)	2236	1365	163.81	.25	.15
CHEVROLET	127576	137625	92.33	14.12	15.25
(Celebrity)	19118	21102	90.60	2.12	2.34
(Corsica)	18828	13106	143.66	2.09	1.45
(Beretta)	15915	14280	111.45	1.77	1.58
(Cavalier)	28674	23333	122.89	3.20	2.59
(Camaro)	8284	10482	79.03	.92	1.16
(Corvette)	1842	1919	95.99	.20	.21
(Monte Carlo)	2053	5736	35.79	.23	.64
OLDSMOBILE	63180	67626	93.15	1.06	7.51
(Firenza)	577	1593	36.22	.06	.18
(Calais)	10142	9890	102.55	1.13	1.10
(Cutlass Ciera)	23460	22689	103.40	2.61	2.50
(Cutlass)	10422	8253	126.28	1.16	.91
(Toronado)	1392	1338	104.04	.15	.15
PONTIAC	60449	66225	91.28	6.71	7.34
(1000)	4	263	1.52	-	.03
(Sunbird)	6686	6888	97.07	.74	.76
(Grand AM)	16550	20183	82.00	1.84	2.24
(6000)	7855	9732	80.71	.87	1.08
(Bonneville)	7830	9438	82.96	.87	1.05
(Firebird)	4869	6985	69.71	.54	.77
(Fiero)	2218	3713	59.74	.25	.41
(Grand Prix)	9321	972	958.95	1.03	.11
GEN MTRS CORP	321873	347800	92.55	35.75	38.53
Misc. Domestic	7	9	77.78	-	-
Other Import	292729	295292	99.13	32.50	32.72
U.S. TOTAL	900604	902576	99.78		

UNITED STATES SUMMARY
AUGUST 1988 ISSUED 10/88

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '88 VS '87	% IND		YEAR END 1987
	1988	1987		1988	1987	
CHRYSLER	202754	185706	109.18	2.88	2.74	236362
(Laser)	-	4285	-	-	.06	4792
(Le Baron/GTS)	104383	102405	101.93	1.48	1.51	164640
(NF/S AV/Newport)	91423	71001	128.76	1.30	1.05	115735
DODGE	333669	278166	119.95	4.75	4.10	407174
(Daytona)	51924	21151	245.49	.74	.31	37071
(Omni/Shadow)	97564	86710	112.53	1.39	1.28	116654
(Aries)	69450	62875	110.47	.99	.93	101062
(Lancer)	8156	16994	47.99	.12	.25	22793
(600)	12089	25199	47.97	.17	.37	36660
(Diplomat/Dynsty)	57121	8104	704.65	.81	.12	15206
PLYMOUTH	229022	242530	94.43	3.25	3.57	343981
(Horizn/Sundance)	95832	94702	101.19	1.35	1.39	123956
(Reliant)	79351	86431	178.45	1.13	.98	105069
(Caravelle)	12562	25187	49.84	.18	.37	35869
(Gran Fury)	7690	5199	147.91	.11	.08	7703
EAGLE	37860	29425	128.67	.54	.43	44626
(Allnc/Eagl/Prem)	28442	22070	128.87	.41	.32	30921
CHRYSLER CORP.	803305	735827	109.17	11.42	10.84	1092143
FORD	1063089	957764	111.00	15.11	14.10	1417270
(Escort)	250865	258702	96.97	3.57	3.80	392758
(Probe)	28891	-	-	.40	-	-
(Mustang)	120751	119950	100.67	1.72	1.77	170566
(Tempo)	186542	164262	113.56	2.65	2.42	222963
(Taurus)	267332	239703	111.53	3.80	3.53	356457
(Crown Victoria)	78185	83706	93.40	1.11	1.23	118312
(T'Bird)	86900	83984	103.47	1.23	1.24	131544
LINCOLN	119847	107969	110.99	1.70	1.59	166599
MERCURY	331846	310561	106.85	4.72	4.58	463432
(Topaz)	54987	46611	117.97	.78	.69	63126
(Sable)	83221	65442	127.17	1.19	.96	102767
(Grand Marquis)	76768	80567	95.28	1.09	1.19	117885
(Cougar)	76942	73277	105.00	1.09	1.08	109922
LINC/MERC DIV	458880	425440	107.86	6.52	6.27	643473
FORD MOTOR CO.	1521969	1383204	110.03	21.63	20.37	2060743
BUICK	378814	366151	103.46	5.38	5.39	556122
(Skyhawk)	18754	26021	72.07	.27	.38	39454
(Somerset/Skylrk)	41410	48335	85.67	.59	.71	67880
(Century)	78233	100279	78.02	1.11	1.48	151884
(Regal)	[illegible]	34838	230.72	1.14	.51	58672
(Riviera)	6371	12906	49.36	.09	.13	16472
(Reatta)	1901	-	-	.03	-	10
CADILLAC	167325	165805	100.92	2.38	2.44	258146
(Allante)	2322	1137	204.22	.03	.02	2064
(Cimarron)	4466	9111	49.04	.06	.13	12609
(Eldorado)	19523	12618	154.73	.28	.19	20282
(Seville)	14468	14386	100.57	.21	.21	20656
CHEVROLET	1041157	1037483	100.36	14.75	15.29	1493413
(Celebrity)	172407	225633	76.07	2.45	3.35	313491
(Corsica)	147658	58899	250.70	2.10	.87	190084
(Beretta)	132708	64707	205.09	1.88	.95	108387
(Cavalier)	210286	212126	99.13	2.98	3.12	298778
(Camaro)	86282	85715	77.33	.94	1.26	116656
(Corvette)	16348	16683	97.99	.23	.25	24654
(Monte Carlo)	26148	43324	60.35	.37	.64	62784
OLDSMOBILE	472814	498883	94.77	6.72	7.35	715961
(Firenza)	7873	10959	71.58	.11	.16	17252
(Calais)	70750	70956	99.71	1.01	1.05	100706
(Cutlass Ciera)	156720	159065	92.70	2.22	2.49	246275
(Cutlass)	64853	72545	89.37	.92	1.07	95190
(Toronado)	10936	11311	99.32	.16	.16	16111
PONTIAC	509316	481663	105.74	7.24	7.09	696842
(1000)	195	5159	3.78	-	.08	5897
(Sunbird)	54332	58793	92.41	.77	.87	80120
(Grand Am)	154273	152337	101.27	2.19	2.24	213778
(6000)	66056	84283	78.36	.94	1.24	124111
(Bonneville)	75669	52797	120.50	1.08	.92	99722
(Firebird)	40569	54810	74.02	.58	.81	73641
(Fiero)	18258	32857	55.57	.26	.48	42466
(Grand Prix)	56426	10976	514.09	.80	.16	14305
GEN MTRS CORP.	2569456	2549985	100.76	36.51	37.56	3720484
Misc. Domestic	62	48	129.17	-	-	80
Other Import	214193	212062	101.01	30.44	31.23	3248704
U.S. TOTAL	7036755	6769685	103.94			10122154

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	AUGUST	% IND	YEAR TO DATE		% '88 VS '87	% IND	
	1988		1988	1987		1988	1987
Autocar	7	-	274	1029	26.63	.01	.03
Chevrolet	118699	26.71	876283	772377	113.45	25.28	23.46
Dodge	43216	9.72	391807	379431	103.26	11.30	11.52
Ford	125616	28.29	1013416	956059	106.00	29.24	29.05
Freightliner	1675	.38	15262	14274	106.92	.44	.43
G.M.C.	34833	7.84	256134	222762	114.98	7.39	6.77
Hino	150	.03	1308	1052	124.33	.04	.03
Isuzu	8687	1.95	55035	65254	84.34	1.59	1.98
Iveco	244	.05	1438	1481	97.10	.04	.04
Jeep	20679	4.65	159904	125534	127.38	4.61	3.81
Kenworth	1572	.35	10742	9389	126.05	.31	.25
Mack/Midliner	2251	.51	16388	15492	105.78	.47	.47
Mercedes Benz	281	.06	2039	2692	75.74	.06	.08
Navistar	7708	1.71	54573	43389	125.78	1.57	1.32
Nissan	14984	3.37	111840	148135	75.50	3.23	4.50
Peterbilt	1319	.30	10491	7017	149.51	.30	.21
Plymouth	14771	3.32	133032	89913	147.96	3.84	2.73
Scania	9	-	111	74	150.00	-	-
Volvo	102	.02	1100	1584	69.44	.03	.05
Western Star	93	.02	959	898	107.91	.03	.03
White	36	.01	1721	4682	36.76	.05	.14
WHITEGMC	508	.20	6563	-	-	.19	-
Other Imports	45740	10.29	339549	427015	79.52	9.79	12.97
Miscellaneous Domestic	875	.20	6666	4265	156.34	.19	.13
U. S. Total	444455		3465647	3292798	105.24		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	274
Chevrolet	516630	329002	18672	1254	187	5085	5191	262
Dodge	313516	77891	-	-	-	-	-	-
Ford	527032	439264	-	10353	-	8161	21856	8750
Freightliner	-	-	-	-	-	-	-	15262
G.M.C.	123028	107618	1850	547	3207	7543	10922	1419
Hino	-	-	-	-	357	319	632	-
Isuzu	50650	-	3105	202	296	355	227	-
Iveco	-	-	703	410	206	119	-	-
Jeep	150759	9145	-	-	-	-	-	-
Kenworth	-	-	-	-	-	-	299	10443
Mack/Midliner	-	-	-	-	-	1029	1726	13633
Mercedes Benz	-	-	-	-	-	725	1314	-
Navistar	-	-	-	104	238	16437	15828	21906
Nissan	110921	-	-	-	499	171	249	-
Peterbilt	-	-	-	-	-	-	218	10273
Plymouth	133032	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	111
Volvo	-	-	-	-	-	-	912	188
Western Star	-	-	-	-	-	-	-	969
White	-	-	-	-	-	-	-	1721
WHITEGMC	-	-	-	-	-	-	-	6563
Other Imports	336189	1694	647	-	270	344	205	-
Miscellaneous Domestic	-	1051	-	3656	740	-	44	1177
Total	2262357	965665	25177	16526	6000	58348	59623	92951
1987 Total	2282889	807752	25445	2478	5674	28814	56332	81453
1988 vs '87	99.10	119.56	98.94	666.91	105.76	33.09	102.21	114.12

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1988		YEAR TO DATE 1987	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	32739	.47	33801	.50
Chevrolet Spectrum	51137	.73	53140	.78
Chrysler Conquest	6948	.10	8015	.12
Dodge Colt/SW	29040	.41	28806	.42
Dodge Colt Vista SW	6786	.10	11252	.17
Eagle Medallion	9418	.13	7072	.10
Ford Festiva	44423	.63	6983	.10
Plymouth Colt/SW	26057	.37	26051	.38
Plymouth Colt Vista SW	6269	.09	10198	.15
Pontiac LeMans	38766	.55	12852	.19
Merkur XR4	3455	.05	4496	.07
Scorpio	3739	.05	2414	.04
Tracer	37209	.53	13930	.21
Others	-	-	680	.01
Total Domestic Sponsored Imports	296006	4.21	219690	3.24
OTHER IMPORTS				
Acura	81245	1.15	66542	.98
BMW	47922	.68	56059	.83
Honda	429383	6.10	404444	5.96
Hyundai	182779	2.60	173218	2.55
Mazda	171298	2.43	133635	1.97
Mercedes Benz	57144	.81	62041	.91
Mitsubishi	40877	.58	43509	.60
Nissan	311399	4.43	340402	5.01
Saab	26761	.38	29818	.44
Subaru	101097	1.44	104569	1.54
Toyota	412992	5.87	380607	5.61
Volkswagen	116787	1.66	119577	1.76
Volvo	61845	.88	68024	1.00
Yugo	21599	.31	33568	.49
Others	79035	1.12	107608	1.58
Total Other Imports	2141965	30.44	2120621	31.23
GRAND TOTAL ALL IMPORT CARS	2437969	34.65	2340311	34.47

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	39052	1.13	45931	1.43
Dodge RAIDER	4882	.14	12477	.38
OTHER IMPORTS				
Isuzu	50850	1.47	61765	1.88
Mazda	64962	1.87	89238	2.71
Mitsubishi	35078	1.01	37127	1.13
Nissan	110921	3.20	146959	4.46
Subaru	31	-	1369	.04
Suzuki	45720	1.32	54313	1.65
Toyota	185511	5.35	237046	7.20
Volkswagen	4487	.13	6125	.19
Others	2074	.06	951	.03
Total Other Import Trucks	499654	14.41	634973	19.28
GRAND TOTAL ALL IMPORT TRUCKS	543588	15.68	694381	21.09

UNITED STATES SUMMARY

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NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1978	10946104	3953340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021
1987	10122154	4938637

TOTALS INCLUDE ALASKA & HAWAII - *OKLAHOMA NOT AVAILABLE
(1) REVISED 10/85 R. L. POLK & CO. R.1-88

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